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Location, Location, Location: The Effect of
Display Location of On-Premise Signage on
Consumers' Attitude and Behaviors

Albers School of Business & Economics

2020

Award Metadata - Location, Location, Location: The Effect of Display Location of On-Premise Signage on Consumers' Attitude and Behaviors

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Project Title	Location, Location, Location: The Effect of Display Location of On-Premise Signage on Consumers' Attitude and Behaviors
Principal Investigator	Jennifer Hong
Co-Principal Investigator(s)	N/A
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